

3 identifier, and an indication that a good is for sale or rent, said physical sign being provided for
4 sale at a retail store,

5 b) a seller of said good purchasing said physical sign from said retail store,

6 c) providing a website located at said website address, said website permitting said
7 seller to post on said website under said unique identifier information about said good, said
8 website further permitting a prospective purchaser to enter said unique identifier in order to
9 view said information,

10 d) said seller conspicuously placing said sign physically on or adjacent said good for
11 sale or rent, wherein said unique identifier corresponds specifically to said good on said
12 website, and

13 e) wherein, after purchasing said physical sign, said seller logs onto said website to
14 post said information thereon, and said unique identifier is provided to said seller or entered by
15 said seller at said website in connection with said seller posting said information on said
16 website.

Please add new claims 37-40 as follows.

1 37. (new) A method according to claim 1, wherein, after step (e), said prospective
2 purchaser views said posted information about said good on said website.

1 38. (new) A method for marketing a good comprising the following steps:

2 a) providing a physical sign having a preprinted website address, a space for a unique
3 identifier, and an indication that a good is for sale or rent,

4 b) selling said physical sign to a seller who has a good for sale or rent, and

5 c) providing a website located at said website address, said website permitting said
6 seller to post on said website under said unique identifier information about said good, said
7 website further permitting a prospective purchaser to enter said unique identifier in order to
8 view said information,

9 wherein, after purchasing said physical sign, said seller logs onto said website and
10 posts said information thereon, said unique identifier being provided to said seller or entered
11 by said seller in connection with said seller's posting said information.

1 39. (new) A method according to claim 38, said physical sign having preprinted